

HELLO AGAIN

VOL. 25 NO. 1

JAN - FEB, 1994

A PERSONAL NOTE: Many thanks for all the holiday cards. Greg Jackson sent his annual card with photographs of Burgess Meredith and Mary Tyler Moore this year..plus a 1934 Christmas seal...Happy birthday **Jack Benny and Fred Allen**. Both were born 100 years ago in 1894.

I have prepared a list of about **360 books** relating to Old-time radio programming. It contains author, title, publisher, subject and copyright date. For the most part, the books are totally or partially about radio programs and personalities. Eliminated for the most part are books of scripts and books on the technical aspect of radio. Most of the books are out of print. **Cost of the list is \$4 plus \$1 for P & H.** The information has come from my library, various bibliographies and from a list of the 1100 books in Dave Siegel's collection.

To find book dealers who might have them, you might try "The Used Book Lover's Guide to New England," "The Used Book Lover's Guide to the Mid-Atlantic States," and the new book "The Used Book Lover's Guide to The South Atlantic States." All three books are written by Susan and David Siegel, Book Hunter Press, Box 193, Yorktown Heights, NY 10598. Cost is \$14.95 for the first and third book and \$15.95 for the second book. There is a discount if you order more than one book. For information call (914) 245-6608. Susan and David were the subject of a lengthy article in the October 17th issue of the New York Times book section. Two book dealers mentioned are **Treasure Hunters (Barbara Davies)**, Box 463, Mansfield Center, CT 06250 and **Rainy Day Books (Frank Bequaert)**, Box 775, Fitzwilliam, NH 03447.

Page 21 of the Collectors List is ready for a SASE (#210 - 211).

RADIO IS ALIVE AND WELL: This coming summer, "The Shadow" will open at your local movie theater starring Alec Baldwin. Producer Martin Bregman says the movie is 70 percent finished and will probably be rated PG-13...On Feb. 21 an Old-time radio show will be performed at the Cafe 44 in New York at 6 pm for the AFTRA Memorial Fund. For information contact Ruth Last at 212-580-4319...The California Artists Radio Theater re-created **Lux Radio Theater** "Christmas in July" on Dec 7 at the Audio Engineering Society's Los Angeles Section. Starring were Les Tremayne, Parley Baer, Peggy Webber and Tyler McVey. Tyler was one of the actors in the original broadcast. Ray Erlenborn provided live sound...Radio writer **Norman Corwin** directed a live broadcast of his radio play "The Plot to Overthrow Christmas" on December 3 to mark his donation of scripts and other memorabilia to the Thousand Oaks Library. Starring in the production were Stan Freberg, Richard Crenna, Roddy MacDowell, Marvin Kaplan, Elliott Reid and Parley Baer. Ray Erlenborn again provided the live sound.

ULTIMATE LOG: Copies are still available for \$52 which includes the first supplement and P & H. The first supplement is available for \$11.50 which also includes P & H.

CONVENTION 1993: Video and audio tapes of the convention are now available. Three video tapes of the entire convention are available for \$45. One tape with just the re-creation is available for \$20. Four audio tapes of the re-creation are available for \$15. Send appropriate amount to Don Ramlow, 509 Velvet Ave., Portage, MI 49002.

CONVENTION 1994: Dates are October 20 - 22 at the Holiday Inn North.

PUBLICATIONS RECEIVED: **Nostalgia Digest**, Dec-Jan; articles on Fred Allen, Radio and WW11, Hop Harrigan...Feb - Mar; articles on Fred Allen and Jack Benny...**RCA Newsletter**, Dec., article on Little Orphan Annie...**Tune In**, Dec., article on Alan Ladd, reprint of article on Boris Karloff...**RLL on the Air**, Dec., articles on Vincent Price, soap operas, obtaining good sound on radio programs...**Return With Us Now**; Jan; article on Harry Elders.. **Old-time Radio Gazette**, Jan; articles on Lum and Abner and Amos 'n' Andy. Did you know that Tom Miller, the editor is 13 years old and in the 8th grade. Excellent accomplishment. Reminds me of Laura Lee of The Jack Benny Times...**Wavelengths**, Vol. 9 No. 3 - 4, articles on new offerings from Public Radio and the merging of Revival of Creative Radio (RCR) with Bob Gariepy's Records. Benefits will now expand...**Thrilling Days of Yesteryear** is a new newsletter from Carol and John Rayburn, 7222 West Stanford Ave., Littleton, CO 80123 (303) 973-2829. Many OTR fea-

tures including interview with Arthur Anderson. Call or send a SASE for information and perhaps a sample copy...**Memories 1993**, Old Time Radio Club; features a Sherlock Holmes Story, "The Crooked Man."...**Illustrated Press**, Dec; article on Radio and World War 11...**Eddie Cantor Appreciation Society** newsletter, Dec; more article and reprints of articles about Eddie Cantor...**Daily Sentinel**, Jan - Feb; article on Dr. Who...**On the Air**, Jan - Feb; article on Garry Moore...**SPERDVAC**, Jan; articles on their convention held in November.

LOGS: Several new logs were mentioned last issue. New prices are as follows: **Eddie Cantor** (\$4), **Bob Hope** (\$4), **Jimmie Durante** (\$1) and **Burns and Allen** (\$1.50). The logs were prepared by Peter Tatchell in Australia. Dave Siegel added some information to the Eddie Cantor Log. All 4 logs are available from me.

CATALOGS AND NEW SHOWS: I received a catalog from Audio Archives, Box 1042, Latexo, TX 75849 but with no name. Does anyone know who runs it?

Richard Hayes, 59 Myrtle Ave., Cranston, RI 02910 has a new **Kate Smith Sings**, Nov 30, 1945. Also he has a new **Mail Call**, Feb 15, 1944 with **Kate Smith**

1994 is the 100th anniversary of Jack Benny's birth. A new 45-minute radio documentary will be available after Feb. 15, 1994. It will contain all new, original interviews with Joan Benny, Steve Allen, Fred De Cordova, three Benny writers and two experts on dramatic radio. They will discuss Jack Benny, the man, how his show was put together, the creation of his famous gags and Benny's influence today. This tape was produced by Christopher McPherson, award-winning print and broadcast journalist and documentary producer. The cost is \$9.95 including postage. Order from Christopher McPherson, Box 37214, Phoenix, AZ 85069.

Great American Radio (Gary and LaDonna Kramer), Box 504, Genesee, MI 48437 has a new supplement of cassettes. They include **A Life in Your Hands**, **Dr. Jekyll and Mr. Hyde**, **Mystery House**, **Mr. President**, **The Marriage and Space Patrol**.

A major selection of new material has recently been made available by **Vic Gerard**, 1230 Almar St., Concord, CA 94518. It includes many new symphony orchestras, news, dramatic works and many other shows. The new shows include: **Adela Rogers St. John**; **Adopted Daughter**; **Burl Ives**; 7 new 1937 **Charlie McCarthy**; **Chautauqua Symphony Orchestra**; **Cincinnati Zoo Opera**; **Eastman School of Music**; **Eugene O'Neill Cycle**; **Ford Theater**; **George Jessel**; about 45 **Great Plays**; **Helen Traubel**; **Hi Jinx**; **Ina Claire**; **John's Other Wife**; **Just Plain Bill**; **Metropolitan Opera**; **Millions for Defense**; many **Music of the New World**; **Music Appreciation Hour**; **National Symphony Orchestra**; **New York Philharmonic**; **Rochester Civic and Philharmonic Orchestras**; **4/16/36 Rudy Vallee**; **That They Might Live**; **What's My Name**; **Treasure House**; many audition shows and many domestic and foreign specials.

Another major selection of new material is offered by **Andrew Steinberg**, 1804 Tyler Ln., Louisville, KY 40205. Besides several new **Mysterious Traveler** he has the complete day from 2 pm, Dec 7, 1941 through 11:45 pm, Dec. 8 on the Blue Network and through 11:30 pm, Dec 7 on the Red Network. It contains such new shows as **Wake Up America**; **National Vespers**; **Moylan Sisters**; **Musical Steelmakers**; **Captain Flagg and Sgt. Squirt**; **Roy Shield Revue**; **Parker Family**; **Goodwill Hour**; **Bob Becker Show**; **Sylvia Marlowe**; **Nichols Family of five**; **Texas Jim Robertson**; **House in the Country**; **Raising the Next President**; **Prescott Presents**; **In Care of Aggie Horn**; **Club Matinee**; **Adventure Stories**; **Secret City**; **Flying Patrol**. Also there are new episodes of **Tom Mix**, **ILAM**; **True or False**; **Monday Merry-go-Round**; **Adam Hats Sports Parade**; **Inner Sanctum**; **Great Gildersleeve**; **Charlie McCarthy**; **One Man's Family**.

NEW ADDRESSES: **Barbara and Dave Davies**, Box 463, Mansfield Center, CT 06250...**Rosa Rio**, 1936 New Bedford Dr., Sun City Center, FL 33573...**Harold Gluck**, 9829 Malvern Dr., Tamarac, FL 33321...**Lars Schinnerling** (American Red Cross), Box 21, 51st CSH, APO AE 09242. Lars is a collector of 1940's **Your Hit Parade** and wants to get in contact with others with the same interest.

NEW FRIENDS AND RETURNEES: **Randy Vanderbook**, 2212 Chaparral, Kalamazoo, MI 49007...**Walt Pattinson**, 3937 Garfield Ave. S., Minneapolis, MN 55409...**Richard Gesner**, 1711 South Willow St., Manchester, NH 03103 (603) 644-0199 has over 600 old-time radio shows on 7" reel tapes plus an Aiki machine for sale. The reel boxes are all marked and the former owner has discographies in two loose-leaf notebooks. Cost is \$600 FOB Richard's store. Richard sells records, cylinders, cassettes, compact discs of all kinds. He specials in hard-to-find, older records...**Ward Erwin**, 1603 W. Oak St., Kissimmee, FL 34741 (407) 933-2085 has over 400+ hours of Bob and Ray and is looking for more. Ward also looking for and Stan Freberg...**Raymond Camyre**, 521 Hahaione St. #11L, Honolulu, HI 96825...**Jacques**

Boudreault, 148 Marier Rd., Vamier City, Ontario, Canada K1L 5S1...**Dick Schubert**, 4100 West Colfax Ave., Denver, CO 80204...**Mike Saunders**, 58 Grant St., Keene NH 03431. Mike is looking for Tune in Yesterday. Mike also writes an OTR column for the Walpole, NH Valley Times-Journal. He would like to meet others who write regular columns...**Francis Rylance**, 1088-A Chiefs Dr., Robins AFB, GA 31098.. **Joe Walker**, Box 33, Humble, TX 77237. Joe would like to know of any East Coast Lending Libraries.. **Nicole Lackley**, Box 4876, Brown Univ., Providence, RI 02912 is writing a thesis on ethnic characters (Italians, Irish, Jewish, Russians, Greeks, etc.) on 1930's and 1940's radio and would like some information.. **Jim Martin**, 442 Merrimack St., Manchester, NH 03103...**Charles Chapin**, 25 Pine Ridge Dr., Summit, NJ 07901...**Bob Schwanbeck**, Box 180069, Dallas, TX 75218...**Ray Barfield**, English Dept., 101 Strode Tower, Clemson Univ., Clemson, SC 29634 is writing a book with anecdotes from many kinds of listeners about listening to radio from the 20's through the 50's. If you have anything to share, write **Ray. William McCarthy**, 101 Old Saratoga Rd., Gansevoort, NY 12831...**Valerie Stokes**, 5059 W 82nd St., Burbank, IL 60459...**Carol Russell**, 5 Wellbrook Hts., San Rafael, CA 94903.

OLD FRIENDS: **Vic Gerard**, 1230 Almar St., Concord, CA 94518 is working on a "Sound Archive of the American Theater (and Radio)," is interested in radio drama and would very much like to make contact with others with similar interests...**Jim Widner**, 555 Richards Rd., Columbus, OH 43214 wants a good copy of Dimension X "Green Hills of Earth" that includes the cast members...**Richard Pirodsky**, 225 E. Dean St., Freeport, NY 11520 started a new OTR show called Echoes of the Past on WCWP, 88.1, Long Island Univ. Radio in Brookville, NY. It is on Sundays from 11 am – 12:30 pm...**Lee Munsick**, 20 Harriet Dr., Whippany, NJ 07981 needs help in compiling a list of people who appeared on the Godfrey Shows, especially the Talent Scouts. also Lee is looking for shows with Frank Parker, Bill Lawrence, Archie Bleyer, Janette Davis, Robert Q. Lewis and the other "Little Godfreys" on their own, before or after being on Godfrey...**Bob Smith**, 232 Atlantic St., Bridgeton, NJ 08302 wants "Why the Chimes Rang" by Ted Malone either on record or a cassette...**Roger Hill**, 2161 Whitman Way #31, San Bruno, CA 94066 (415) 873-8183 is selling 7' reels of OTR shows; videotapes with connection to OTR and nearly 100 underground comics from late 60's through 70's (list available to serious buyer). The OTR reels are \$5 each and less if more than one is bought. Videos are \$5 or \$10 each depending on length. Send Roger a SASE for more information. Roger also mentions that the 1950's EC comics are being reprinted. For information write Russ Cochran, Box 469, West Plains, MO 65775...**John Eccles** who has been coming to our conventions since he was a freshman in high school passed the Bar and was sworn in December 21 in New Jersey. Congratulations. John is our top trivia expert. John wants to trade for Abbott and Costello (1945) 4/5; 5/3 – 5/31; 6/14, 6/21; 10/4 – 10/25; 11/8 – 11/29; 12/13; 12/27...**Gene Dench**, 53 Faraday St., Hyde Park, MA 02136 wants Amos 'n' Andy, Broadway is My Beat and Vaughn Monroe on cassette...**Paul Kotke**, 36 S. Prior Ave., St. Paul, MN 55105 is looking for a fan club for Jessica Dragonette. Perhaps you would like to start one with him is none exist...**Phil Evans**, Box 10507 Stockdale Station, Bakersfield, CA 93389 **needs** 8 Abbott and Costello Shows to complete information for the book he is writing. They are (1945) 5/3; 6/14; 6/21; 10/4; 11/15; 11/29; 12/13; 12/27...**Ken Weigel**, 7011 Lennox Ave. #126, Van Nuys, CA 91405 is looking for Alan Havig's "Fred Allen's Radio Comedy" and Trent Christman's "Brass Button Broadcasters."

IN FOND MEMORY: **Bob Atcher**, Oct 30, 79; Country singer; had own show for Faultless Starch...**Harry Elders**, Nov 25, 85; radio actor (Curtain Time, Ma Perkins)...**Garry Moore**, Nov 28, 78; Radio and TV personality (on his own or with Jimmy Durante on radio from 1942 – 1950)...**Don Ameche**, Dec 6, 85; Oscar winning actor (Betty and Bob, Grand Hotel, Mr. First Nighter, The Bickersons)...**Lois Kibbee**, Oct 18, 71; actress, director and writer (Lux Radio Theater, Gunsmoke, Our Miss Brooks).. **Myrna Loy**, Dec 14, 88; actress well known for roles in The Thin Man; in 5 Lux and 1 Suspense...**William Shirer**, Dec 28, 89; journalist and author; commentator on CBS...**Pat Buttram**, Jan 8, 78; Actor and comic best known as Gene Autry's sidekick and Mr. Haney on Green Acres. Pat also hosted Just Entertainment in the 1950's and was on the National Barn Dance.

Write if you get work; and hang by your thumbs

JAY HICKERSON, Box 4321, Hamden, CT 06514
(203) 248-2887; FAX (203) 281-1322

Friends of Old-Time Radio Script Contest

The first annual original script writing contest is now open. We would like an original 30 minute script which must be based on any of the great radio programs of the past, such as The Shadow, Jack Benny, etc.

The script can have the characters originating in their original era and time or you can update the time to today. The script must have all music and sound cues as well as all the spoken material. Try to arrange it in script form so it doesn't have to be retyped.

The prize for the best script will be \$150 and will have its live performance at our convention on Thursday evening after dinner (October 20th, 1994). We would like you to attend our convention to participate but it is not mandatory. You can direct it if you wish. There will be some rehearsal time. Scripts must be submitted by September 3, 1994. Send to Dave Zwengler, 6 Lake Ave. #5B, East Brunswick, NJ 08816. A distinguished panel of old-time radio buffs will pick the winning script. They must be very readable. All are eligible so please spread the word.

Will all clubs with newsletters print the above in order to give everyone a chance?

How to BECOME a SPONSOR

GHAVE been asked to write a series of instructive articles having to do with the attainment of success in the various fields of what is so laughingly called RADIO. Laughingly called . . . by those who do not tune in on comedy programs.

"But who wants to go into Radio?" you will say, and if you do I'm stuck. Still, that is neither here nor there. The fact remains that many people are seen daily walking through the streets muttering to themselves. No one knows the identity of the mumblers. Few know what they are saying. Determined that the man who talks to himself shall receive an answer, I have made it my business to find out what goes on in the mouth of the average Internal Conversationalist. I am happy to publish the result of my findings. To-wit:

Most of the Amateur Babblers rampant today, dawdle along the streets, missing taxicabs by inches and chiropodists by feet, saying over and over again to themselves, "How can I become a Sponsor" . . . "How can I become a Radio Artist" . . . "How can I become a Radio Critic" . . . and last, but not least by any means, "How can I become a Radio Listener". In an effort to stop mumbling as an outdoor sport, I am prepared to answer these questions. As Washington said, when he was surprised by an eminent English General, "Here's Howe".

In this treatise you will learn HOW TO BECOME A SPONSOR for he is the backbone of the radio industry. Without him, there would be no Commercial Programs. Without Commercial Programs, radio systems could not afford to support Sustaining Features and minus the latter, radio entertainment would dwindle down to nothing.

It Is Necessary to Begin Your Training To Become a Backbone of Radio Industry From the Cradle If You Have Ambitions

By Fred Allen

but an unseen gentlemen hitting a musical note, or gong, every fifteen minutes throughout the day. The theme song of all broadcasting companies would be "That Old Gong of Mine" and listeners would be throwing radio sets out of windows in such quantities that it wouldn't be safe to walk the streets.

TO BECOME A SPONSOR it is well to be born a boy and the son of wealthy parents, named Boggs, if possible. If your father is the owner of a flourishing pig's foot business, so much the better. It will be yours, in years to come, and the bigger the business, the larger the radio program you will need to exploit your wares.

The first few years of the prospective sponsor's life should be devoted to the usual boyhood activities. Growing school, leap-frog and whittling are recommended. High school and college years should be passed over hurriedly. They can be utilized to stunt the sense of humor and to court a girl who is attending the local Conservatory of Music. If the girl plays the bag-pipes, and you finally marry her, it will be to your advantage. She will be a great help at auditions.

The years spent mastering your business and proving that you are the boss in your own home do not interest us.

You are not yet . . . THE SPONSOR. It is only when you decide that the Pigs' Foot Business is on its last legs, and that you are going to put a Boggs Pigs' Foot Program on the air, that we are aware of your presence. From the morning you advise the advertising agency that you want to engage talent for the forthcoming radio premiere, you are known as "The SPONSOR". Overnight, from an obscure owner of an ex-thriving Pigs' Foot Business, you become a critical judge of singer, comedian and musician. Business conferences give way to auditions.

Prospective customers are pushed out of your office by anemic song-pluggers who smell blood. Your relatives, getting wind of your intentions, suddenly appear in droves telling you to be sure and hire their favorites. Trying to please everyone, you rush from audition to control room and run the gamut of talent from the eminent Colonel Stoopnagle to a crack-voiced niece who recites. Months pass and, hopelessly confused, you regret the day that radio crept into your conversation . . . not to mention your life.

Meanwhile, your wife has been biding her time. To her, the singers have been flat and the comedians flatter. The Scat Callers have been too soft and the Crooners too loud. Your business has gone to the dogs and wins a Blue Ribbon at a Kennel Show. When you finally go on the air, the opening program consists of fifteen minutes of assorted bag-pipe concertos played by your wife and the Boggs Pigs' Foot Theme Song is "A Farewell to Arms". The next morning you arrive at the office to find that the critics have panned the bag-pipe soloist. Your wife is in tears. Thousands of Pan Letters arrive in the first mail. As you reach for the revolver that should be in the top drawer of your desk you know that the epitaph will read . . . "Here Lies . . . The Sponsor".

ANOTHER (LAME-BRAINED???) IDEA by Roger Hill

Apropos of long driving trips in the U.S. with nothing much worth listening to on the radio, I wondered what possibilities there might be for OTR groups like ours to band together informally as a consortium of some type and to offer for sale or rental loan a set of cassettes specifically for travelers.

Let's say we develop a set of 25 C-60 cassettes with a variety of good radio programs to satisfy mom, dad, and the kids at various times. That's 50 programs (if they're 30 min. each) and a nice 25 hours worth of listening. Assemble them in a plastic type storage box such as K-Mart or Walgreen's or Long's sells and they can be handily carried in the car, keeping separate from all the other clutter in the back seat. Here comes Mr. & Mrs. Morton and their family with plans to travel from L.A. to St. Louis. Knowing about the tape rental through triple AAA (CSAA) or other travel group, they make arrangements to pick up the 25 tapes and box in L.A. Five days later they reach St. Louis and call the contact number there to leave the tapes off and get their deposit back once it's reasonably sure the tapes are okay. Maybe it cost them \$10 to rent the tapes and enjoy something besides contemporary radio. If someone else in the St. Louis area or passing through wants tapes to listen to, they make a similar arrangement and pick up the 25 hours worth of listening with arrangements to drop them off at their destination (Atlanta? Columbus? Indianapolis? Portland? Mackinaw City?). This sort of effort would require a bit of willingness of OTR friends and members to participate and help out.

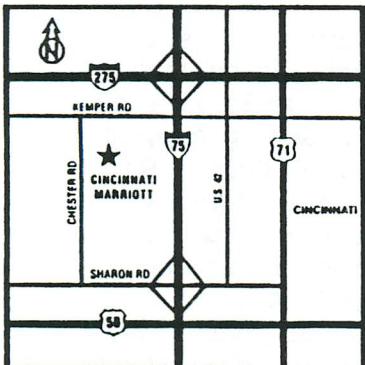
A second item I'd like to mention that I'm sure we're all aware of is the problem many of us have in supporting a variety of organizations on limited funds. If and when money is more available (what a laugh) I would like to be a member of the Jolson society, Lum & Abner group, Vic & Sade group, and to support places such as the Ted Lewis Museum in Circleville, Ohio. So when I read that such-and-such an organization is raising their dues, I just have to wish that they wouldn't. I think SPERDVAC has the right idea of charging one set of dues to join but keeping the renewal cost lower than the initial joining costs. Could we go even a step further? After 3 consecutive years of membership, the fee could drop to \$10 per year. Now, if the member fails to renew and then later joins again, he (or she) starts over from scratch. Wouldn't this encourage members to not only renew on time but to become long-term members?

Example: If someone joins NARA and has to pay \$25 on joining, their first year renewal is \$20. When the 3rd year renewal comes up, it's \$15. When the 5th year renewal comes up, it's \$10. This could allow one person to support several organizations if they pay \$10 annually instead of \$25. And having a steady member, you can't lose. I often wondered why apartment owners didn't try this idea. A good tenant who pays on time should get a substantial discount on rent by the 5th year. Well, this is one of the ideas to come out of this hare-brained old head. Couldn't hurt to talk about it, Yes?

I'd love to hear from OTR people about both of these above ideas. It seems we've gotta try something.

If you wish to comment on this or to explore exchanging such visual treats with me, please contact me (Roger Hill) at (415) 873-8183 or write to:
2161 Whitman Way, #31; San Bruno, CA 94066

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ANOTHER (LAME-BRAINED???) IDEA by Roger Hill

Apropos of long driving trips in the U.S. with nothing much worth listening to on the radio, I wondered what possibilities there might be for OTR groups like ours to band together informally as a consortium of some type and to offer for sale or rental loan a set of cassettes specifically for travelers.

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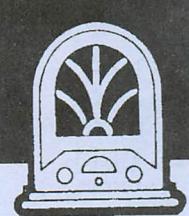
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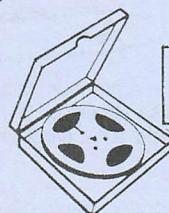
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VIDEO CASSETTE PRICE LIST

MODEL# FORMAT 1-3 CTNS. 4 OR MORE CTNS.

MAXELL VHS PROFESSIONAL VIDEO CASSETTES - BULK - 50 PER CARTON

MXL T- 10 CN	VHS	\$1.02	\$.98
MXL T- 15 CN	VHS	\$1.07	\$1.02
MXL T- 20 CN	VHS	\$1.13	\$1.08
MXL T- 30 CN	VHS	\$1.21	\$1.16
MXL T- 45 CN	VHS	\$1.35	\$1.29
MXL T- 60 CN	VHS	\$1.48	\$1.42
MXL T- 75 CN	VHS	\$1.63	\$1.56
MXL T- 90 CN	VHS	\$1.78	\$1.71
MXL T-105 CN	VHS	\$1.93	\$1.85
MXL T-120 CN	VHS	\$2.03	\$1.94
MXL T-127 CN	VHS	\$2.10	\$2.01

1 CARTON

2 OR MORE CTNS.

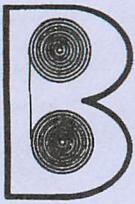
MAXELL STANDARD VIDEO CASSETTE IN SLEEVE - 10 PER CARTON

MXLT- 30PLUS	VHS	\$1.64	\$1.57
MXLT- 60PLUS	VHS	\$2.00	\$1.91
MXLT- 90PLUS	VHS	\$2.09	\$2.00
MXLT-120PLUS	VHS	\$2.17	\$2.08
MXLT-160GX	VHS	\$3.28	\$3.14

* The Maxell CN bulk series is available in packs of 10 — Call for pricing.

See Other Side For Ordering Instructions

CALL OR WRITE FOR FREE CATALOG



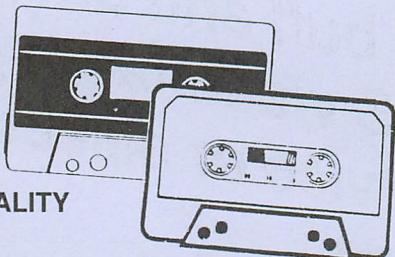
Burlington

Audio/Video Tapes, Inc.

106 Mott St., Oceanside, N.Y. 11572-5823

**BURLINGTON
CUSTOM
LOADED
CASSETTES**

PROFESSIONAL QUALITY



- Ultimate chrome is automatically loaded in a premium Olamon clear 5 screw tabs in shell unless otherwise specified.
- Leaderless cassettes in all lengths – add 10%.** Only available in Burlington 3 - black shell only.
- Digital pressure pad.
- Cassette shells available in white, black, gray or clear, please specify.
- 5 screw case Normal or high bias.
- Prices for other sizes and quantities available upon request.
- Sizes and series may be assorted for price advantage.
- Custom lengths available on special order.
- Up to 2 extra minutes may be included at no additional charge.

TABS: All cassettes with tabs in. Tabs out upon request.

PACKING: 100 cassettes per tray. 5 trays per master carton. Total 500 pcs.

BURLINGTON ULTIMATE CHROME

The ultimate quality cassette for all mastering. Loaded with BASF super chrome. Exclusively loaded in Olamon clear graphite 5 screw shell for optimum performance.

BURLINGTON DUPLICATOR CHROME PLUS

The duplicator quality cassette for all critical dubbing. Loaded with BASF chrome plus. Exclusively in a 5 screw premium black shell unless otherwise specified.

BURLINGTON 2 PREMIUM NORMAL BIAS

This is a premium quality cassette designed for music when normal bias is required. Loaded with BASF 649/949/1249 depending on length. Loaded in 5 screw premium black shell unless specified otherwise.

BURLINGTON 3 NORMAL BIAS

This normal bias cassette is designed for duplicating voice and non critical music programs. Loaded with BASF 619 or 919 premium tape depending on length in a 5 screw premium white shell unless otherwise specified.

BURLINGTON 4 NORMAL BIAS

This is an economically priced, good quality, normal bias voice cassette. Good for duplication. Available in a 5 screw, white shell only. (Imported)

In New York

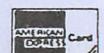
City Area

(516) 678-4414

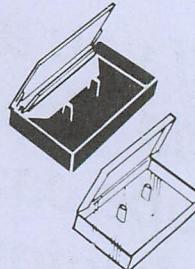
Toll Free U.S. & Canada

1-800-331-3191

FAX: 516-678-8959



**YOUR
CHOICE
12¢ each**
1 carton or more



NB3 All Clear Box

or

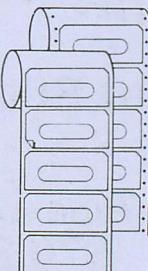
**NB1 Norelco-Type Box
black & clear**

- 400 per carton
- Split carton 16¢ each

NB2 Soft Plastic Box

- Ultimate quality
- Unbreakable
- Label visible thru both sides
- One piece with molded hinge
- 500 per carton
- Split carton 16¢ each

**1 - 5 Rolls
\$7.50
per roll**



**6 Rolls
\$6.75
per roll**



Blank Cassette Labels

Type - Feed Rolls

- Roll of 500 labels positioned horizontally for easy typing
- Pressure sensitive
- Smudge-proof, matte finish
- Loose white labels – 4¢ ea.

**Opaque and Computer Labels
and Laser Sheet Labels Available - Call For Pricing.**

CASSETTE INSERT "J" CARDS

**\$13.95
per pack**

3M IRC LEADERLESS CASSETTES



- IRC 30 and 60=0.5 mil., IRC90=0.3 mil.
Tensilized polyester Low noise
- Designed for instant recording applications.
- Packaged in a cassette box.
- Professional quality.

PRODUCT	UNIT CTN.	1-9 CTNS.	10 CTNS. OR MORE
IRC-30BO	10	.96	.92
IRC-60BO	10	1.14	1.05
IRC-90BO	10	1.36	1.30

LENGTH	BURLINGTON ULTIMATE CHROME			BURLINGTON DUPLICATOR CHROME +			BURLINGTON 2 PREMIUM NORMAL BIAS			BURLINGTON 3 NORMAL BIAS			BURLINGTON 4 NORMAL BIAS		
	25- 99	100- 499	500- UP	25- 99	100- 499	500- UP	25- 99	100- 499	500- UP	25- 99	100- 499	500- UP	25- 99	100- 499	500- UP
C-7	.89	.83	.67	.72	.66	.56	.60	.55	.49	.45	.40	.36	—	—	—
C-10	.93	.87	.70	.76	.70	.58	.62	.57	.51	.47	.42	.38	—	—	—
C-15	.95	.90	.73	.78	.73	.61	.64	.59	.53	.49	.44	.40	—	—	—
C-20	1.00	.95	.76	.80	.75	.63	.66	.61	.55	.51	.46	.42	—	—	—
C-30	1.08	1.03	.80	.86	.80	.67	.70	.65	.59	.55	.50	.45	C-32	.52	.48
C-40	1.20	1.12	.91	1.00	.88	.76	.73	.68	.63	.58	.53	.48	—	—	—
C-45	1.25	1.17	.95	1.05	.94	.78	.75	.70	.65	.60	.55	.50	C-47	.57	.52
C-50	1.30	1.22	1.03	1.10	.99	.88	.77	.72	.67	.62	.57	.52	—	—	—
C-60	1.45	1.39	1.10	1.16	1.10	.92	.80	.76	.70	.65	.61	.55	C-62	.63	.58
C-70	1.55	1.49	1.27	1.32	1.21	1.10	.92	.87	.80	.77	.72	.65	C-77	.68	.63
C-80	1.65	1.59	1.37	1.43	1.32	1.19	.97	.92	.85	.82	.77	.70	—	—	—
C-90	1.75	1.69	1.45	1.56	1.45	1.27	1.05	.98	.90	.88	.83	.75	C-92	.72	.67
C-100	1.85	1.79	1.57	1.65	1.54	1.37	1.26	1.18	1.09	1.02	.97	.90	—	—	—
C-110								1.59	1.37	1.23			—	—	—
C-120								1.65	1.42	1.28			C-122	1.25	1.10

All Burlington Products are Unconditionally Guaranteed

Min. Order \$40.00. For orders under \$40.00, a \$5.00 "small order" charge may be effective.

For shipping and handling charges and other information on lengths, call sales office at toll free U.S. & Canada
1-800-331-3191 NYC area 516-678-4414. FAX: 516-678-8959. Business hours: Monday thru Friday 8:30 a.m. to 5:00 p.m.